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TRAVEL & TOURISM

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Paper 3 Destination Marketing

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INSERT

1 hour 30 minutes

INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



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Fig. 1.1 for Question 1



Rwanda is located in the central eastern part of Africa. The country is bordered by the Democratic Republic of Congo, Uganda, Tanzania and Burundi. It is recognised as now being politically stable, has recently experienced strong economic growth and does not suffer from high rates of inflation. It has become an attractive destination for foreign investment, with good potential as a tourism destination, offering bamboo forests, tea and coffee plantations, rich flora and fauna as well as a strong cultural heritage. The country wants to position itself as the leading business tourism destination in East Africa.

To highlight the business tourism facilities offered in Rwanda, the 'Meet in Remarkable Rwanda' marketing campaign was launched at an international trade fair in Mumbai, India in 2014. The Rwandan display at the trade fair highlighted the opportunities for trade, tourism, and investment in the country. The new Rwanda Convention Bureau (RCB) was also showcased, along with an inventory of rooms available for conferences and meetings within the country across all hotel types.

Through the campaign Rwanda Tourism, the national tourism authority, has focused on the Meetings, Incentives, Conventions, and Exhibitions (MICE) segment. The Kigali Convention Centre (KCC), built at a cost of \$30 million, opened in Rwanda's capital city in 2016. It accommodates up to 5000 delegates and is part of a hotel and convention centre complex, offering 18 different meeting spaces. The RCB is responsible for creating the country's business and events brand identity under the 'Meet in Remarkable Rwanda' strapline and has the ambitious aim of positioning the country in the top 10 African meeting destinations. In 2013, Rwanda was 21st in the International Congress and Convention Association's (ICCA's) ranking of African conference destinations, and 141st in the ICCA's global rankings.

The RCB carries out a number of destination marketing activities to strengthen Rwanda's position in the market. These include raising awareness via advertising and public relations coverage in selected MICE trade media and taking part in global programmes such as the ICCA network, to establish the country's business tourism reputation. The RCB works with Rwanda Tourism to increase awareness of the 'Meet in Remarkable Rwanda' campaign, under the broader 'Remarkable Rwanda' destination brand. This market penetration strategy targets all market segments.

Fig. 1.1

Fig. 2.1 for Question 2



Canberra, Australia's capital city, chose to celebrate its recent centenary with a complete rebranding. The use of the abbreviation 'CBR' is intended to put the tagline 'Confident. Bold. Ready.' into people's minds. While Canberra has never been viewed as Australia's most exciting city, the new brand, with vibrant yellow background and striking black lines, expresses the city's pride and willingness to show the new version of itself to the world. The CBR brand is about growing Canberra's reputation as a fantastic place to live, work, study and do business as well as a place to visit.

There are many ways travel trade partners can use CBR marketing resources, from adding a logo on a website, to using the images and videos in joint marketing activities and tagging #wearecbr in social media posts. This will help extend the global reach of the brand.

2017 was a huge tourism year for Canberra. It saw a record-breaking 4.98 million visitors contributing \$2.06 billion (AUD) to the local economy and was named as the world's third best city to visit in a leading travel magazine's 'Best in Travel 2018'.

To kick start the new year and build on the successes of 2017, VisitCanberra, the area's tourism authority, hosted the Destination Canberra conference early in 2018. Over two days, more than 200 delegates from the region's tourism industry, federal and local government, media and consultancy agencies and 14 high-profile tourism speakers focused on topics relevant to broadening the appeal of Canberra and the surrounding region. 'Customer-centricity' was the theme with speakers delivering key insights on ways to better understand customers and their needs to deliver more relevant, engaging and authentic experiences, products and services.

Fig. 2.1

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